

Message Text

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TAGS : BEXP QA

SUBJECT : US ARCHITECTURAL FIRMS MAKE BREAKTHROUGH IN QATAR

1. TWO PROMINENT US ARCHITECTURAL FIRMS, WILLIAM L. PEREIRA ASSOCIATES OF LOS ANGELES, AND CAUDILL ROWLETT SCOTT (CRS) OF HOUSTON, HAVE RECENTLY LANDED ARCHITECTURAL JOBS IN QATAR. ALTHOUGH PROJECTS AND FEES ARE RELATIVELY SMALL, THEY REPRESENT SIGNIFICANT BREAKTHROUGH FOR US FIRMS IN FIELDS THAT HAVE BEEN ALMOST EXCLUSIVELY DOMINATED PREVIOUSLY BY UK COMPANIES. BOTH US COMPANIES VIEW THEIR SMALL SUCCESS HERE AS OPPORTUNITY TO SHOW WHAT THEY CAN DO AS LEAD-IN TO BIGGER THINGS.

2. PEREIRA WILL DESIGN A TOWER WHICH IS TO BE SYMBOL OF STATE FO QATAR. HE WILL ALSO PLAN "NEW DOHA", AND ENCLAVE WHICH WILL INCLUDE DIPLOMATIC MISSIONS AND RESIDENCES, HOUSING FOR TOP-LEVEL GOQ CIVIL SERVANTS, AND RECREATION AREAS AND SHOPPING FACILITIES. COMMUNITY IS TO BE BUILT ON LAND PRESENTLY BEING RECLAIMED FROM GULF. PEREIRA WILL ALSO SUBMIT DESIGN FOR HUGE HOTEL/CONFERENCE CENTER COMPLEX, WHICH ALSO TO BE LOCATED IN "NEW DOHA" AREA. BUDGET FOR TOWER PROJECT IS ABOUT \$12 MILLION, AND IT IS EXPECTED THAT PEREIRA WILL RECEIVE BETWEEN \$1 AND \$1-1/2 MILLION IN FEES FOR HIS SERVICES.

3. CRS WILL DESIGN A \$9 MILLION YOUGH CENTER FOR A FEE OF ABOUT \$700 THOUSAND. CRS REP TOLD EMBASSY THAT HE REGARDED JOB AS "CONSOLATION PRIZE" SINCE FIRM HAD LOST OUT ON MUCH LARGER AND MORE LUCRATIVE QATAR UNIVERSITY PROJECT.

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3. COMMENT: BOTH CRS AND PEREIRA HAVE CORRECTLY PERCEIVED

THAT THEY HAVE TO CRAWL BEFORE THEY CAN WALK HERE. THEY ARE
CONFIDENT THAT THEIR PERFORMANCE WILL LEAD TO BIGGER PROSPECTS
IN FUTURE. GOQ IS JUST BEGINNING TO REACH FOR ARCHITECTURAL
QUALITY IN TIS POTENTIALLY LARGE PUBLIC CONSTRUCTION PROGRAM.
IN THIS SENSE, CRS AND PEREIRA ARE IN ON GROUND FLOOR.
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